Consumer Content Search Optimization
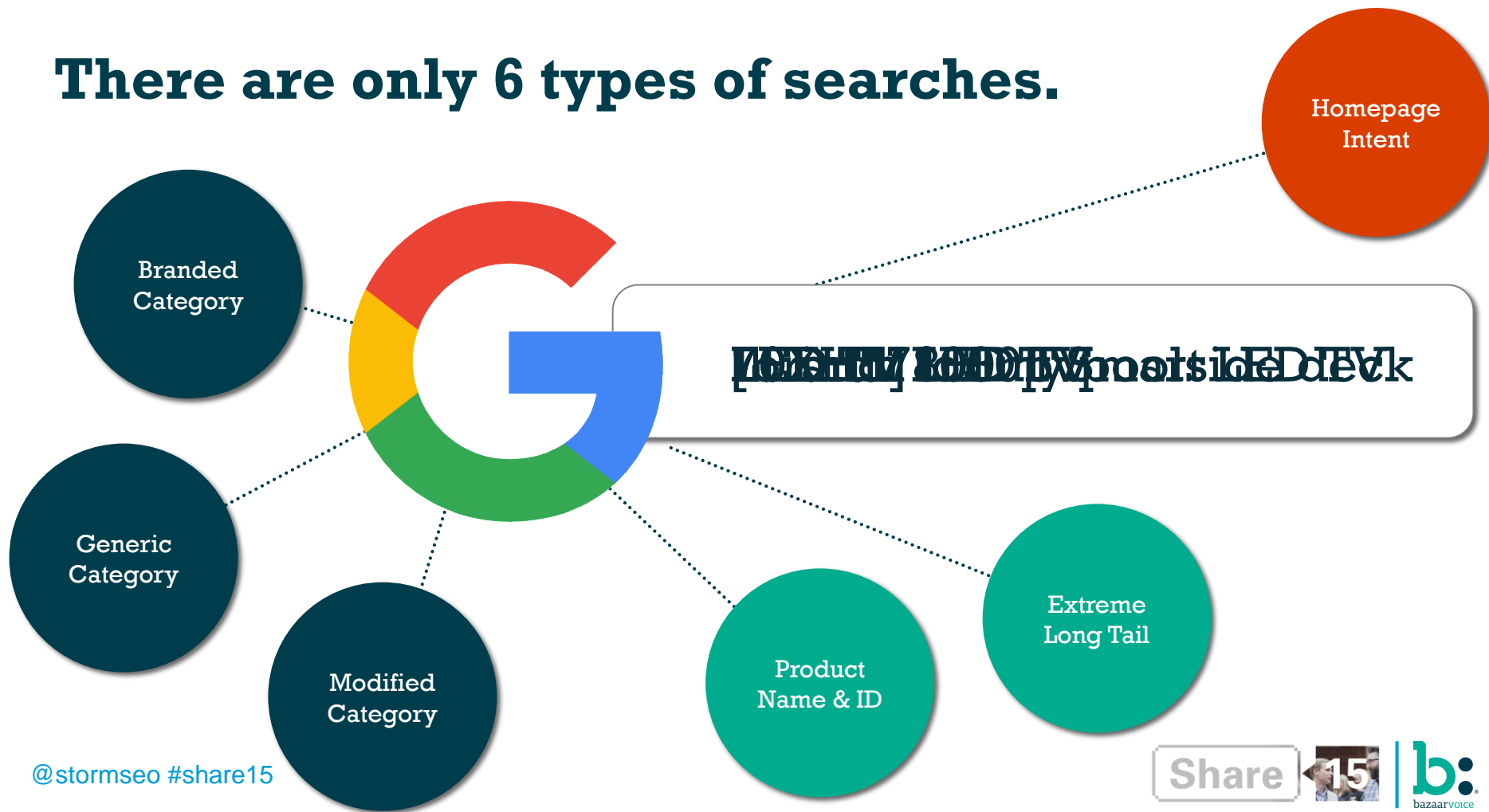
Michael DeHaven

Head of SEO, Bazaarvoice

@stormseo

The leading industry event by digital marketers for digital marketers
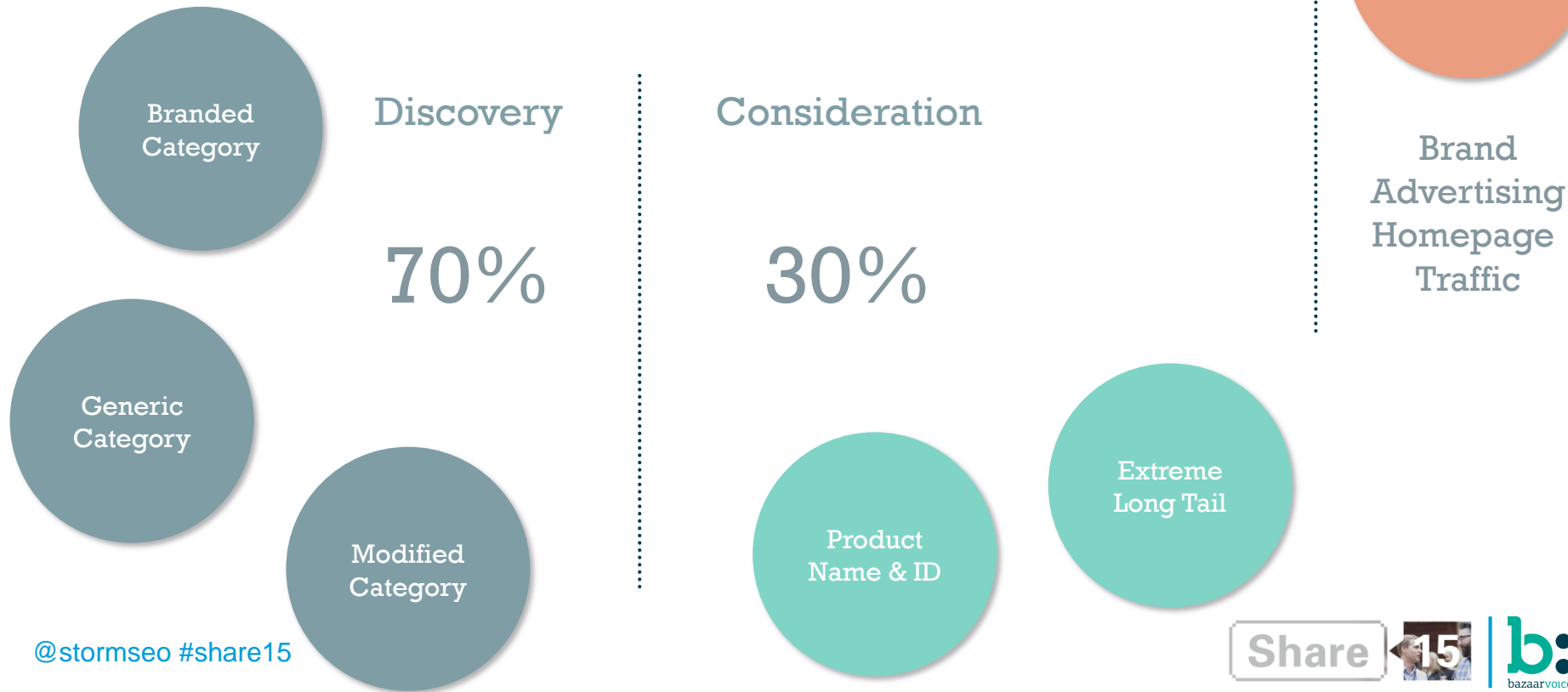
How do we search?
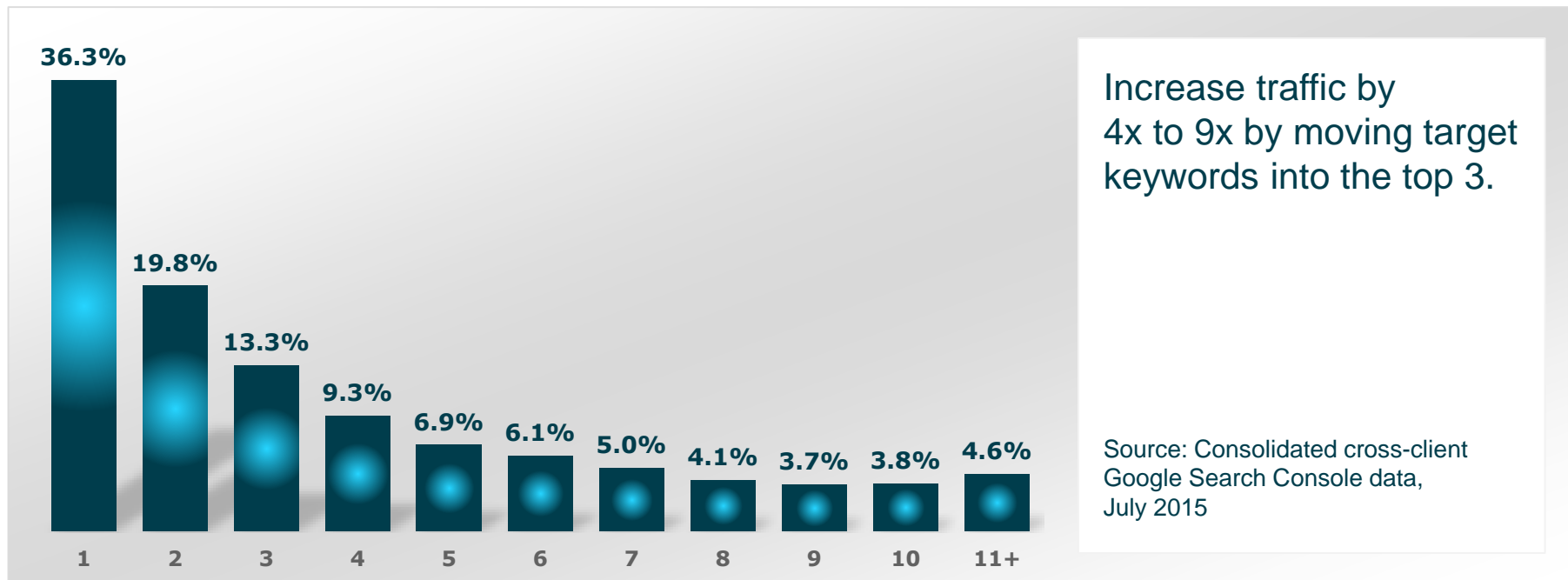
There are only 6 types of searches.

Homepage
Intent

Branded
Category

[overlapping text]

Generic
Category

Modified
Category

Product
Name & ID

Extreme
Long Tail

There are only 6 types of searches.

Homepage Intent

Brand Advertising Homepage Traffic

Branded Category

Discovery

Consideration

70%

30%

Generic Category

Modified Category

Product Name & ID

Extreme Long Tail

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Where do we click?

Search position still matters.

36.3%
19.8%
13.3%
9.3%
6.9%
6.1%
5.0%
4.1%
3.7%
3.8%
4.6%

1 2 3 4 5 6 7 8 9 10 11+

Increase traffic by
4x to 9x by moving target
keywords into the top 3.

Source: Consolidated cross-client
Google Search Console data,
July 2015

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Share 15
bazaarvoice

How does Google invest?

Five investment themes:
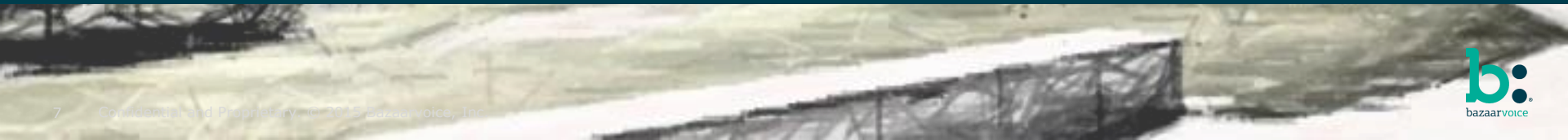
Did you mean? Synonyms Autocomplete

26•Panda Content and JavaScript Indexing

Schema Markup and Rich Snippets

Page Reputation7+ Penguin

Hummingbird User Experience and Page Layout

Caffeine Freshness

Products

News

Registered google.com Images Adwords Local

97 98 99 00 01 02 03 04

Where is the greatest SEO opportunity?

Score your site based on these themes.

Category-level pages typically lack unlinked content, freshness, structured markup, and social content.

Source: Bazaarvoice page quality analysis, August 2015

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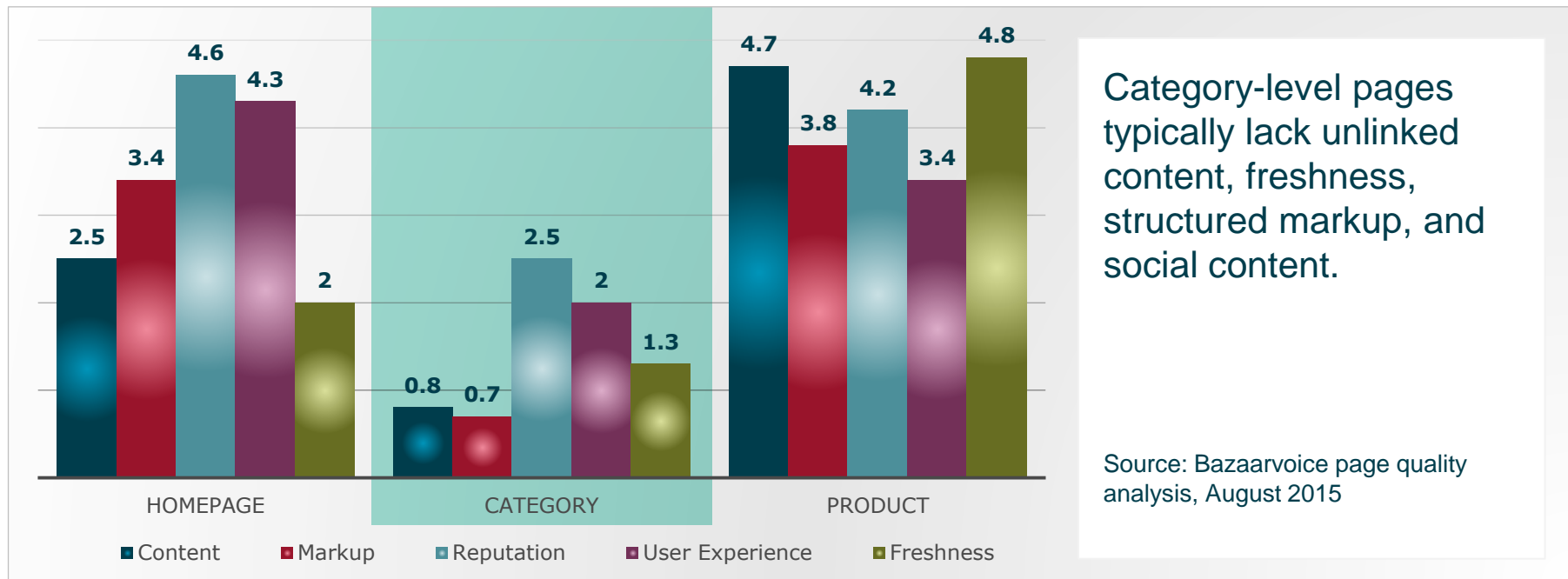
Prioritize investments based on the themes.

	Cont.	Mark	Repu.	UX	Fres.	Total
Project A	Y	Y	Y	Y	Y	5
Project C	Y		Y		Y	3
Project B		Y		Y		2
Project D	Y	Y				2
Project E			Y		Y	2

Stack rank your SEO project backlog using these themes. Do the projects first that map to the greatest number of Google investment themes.

Do reviews belong on category pages?

Highlight products loved by the community.

Highlight well-loved products.**

Display relevant reviews.**

Include proper schema.org markup.

Optionally include page-level aggregate rating schema.org markup.

** Bazaarvoice innovation, patent-pending UX.

Intelligently select content – Spotlights.

Select relevant review content.**

Hunt for target keywords.**

Randomize to ensure freshness.**

Update content selection algorithms based on industry-wide analysis.

** Bazaarvoice innovation, patent-pending algorithms.

What's the impact?

bazaarvoice:

25% increase in traffic to pages where Spotlights was deployed.

This data was seasonally adjusted and relative to a control group of similar pages.

24% decrease in traffic to pages when Spotlights was removed.

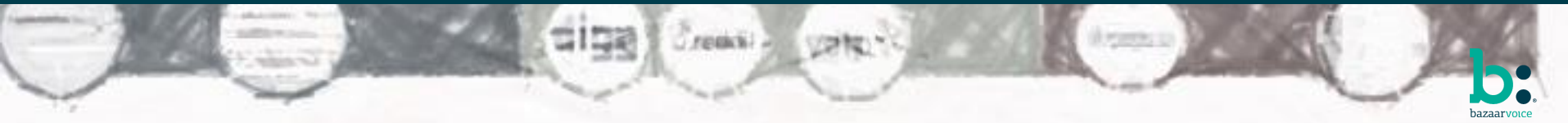This data was relative to a control group of similar pages.

Significant increases in traffic from untargeted keywords.

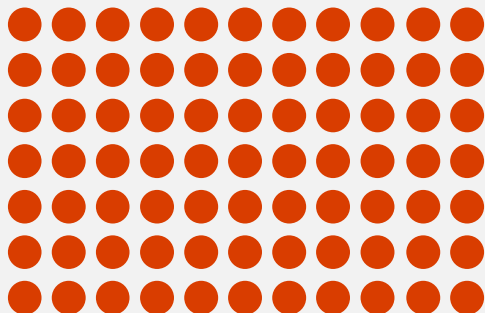Source: Google Search Console data representing an add then remove experiment.

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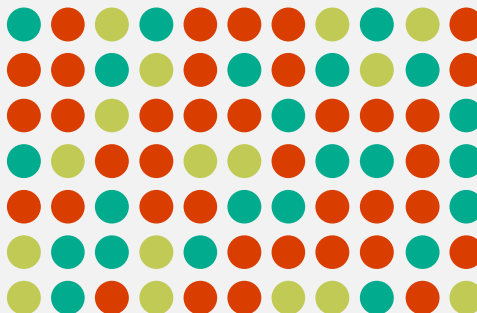# Does this method work everywhere?

Optimize with the refinement period.

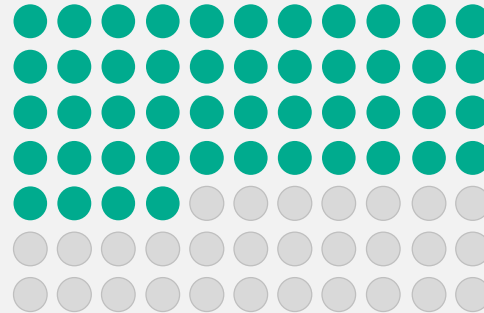**Deploy Spotlight Instances on AT LEAST 3x the number of pages purchased in the initial contract.**

Using BrightEdge tools, internal and Bazaarvoice data, group pages into:
- *must stay*
- *possible expansion*
- *minimal impact*

Adjust the contract and configuration based on the pages where you have decided to keep the content.

Initial Deployment

Refinement Period

Post-Refinement

1 **6 Search Types:** target keywords and UX

2 **5 Google Themes:** score and prioritize using perspective

3 **Consumer Content:** achieve a constant flow

4 **Consumer Content:** leverage broadly for SEO gains

Consumer Content Search Optimization

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